



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Escambia, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	33.1%	Population		37,695	37,105
Rural Bypasses	18.9%	Households		14,399	14,321
Heartland Communities	16.0%	Families		10,040	9,881
Rooted Rural	7.3%	Median Age		38.4	39.7
Modest Income Homes	5.6%	Median Household Income		\$33,244	\$36,465

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	48	\$1,285.92	\$18,515,925
Men's	47	\$235.30	\$3,388,114
Women's	45	\$425.81	\$6,131,178
Children's	57	\$237.13	\$3,414,365
Footwear	41	\$197.07	\$2,837,584
Watches & Jewelry	54	\$120.43	\$1,734,075
Apparel Products and Services ¹	56	\$70.19	\$1,010,609
Computer			
Computers and Hardware for Home Use	54	\$114.12	\$1,643,233
Software and Accessories for Home Use	50	\$14.41	\$207,560
Entertainment & Recreation	63	\$2,344.14	\$33,753,288
Fees and Admissions	48	\$294.29	\$4,237,423
Membership Fees for Clubs ²	51	\$84.05	\$1,210,253
Fees for Participant Sports, excl. Trips	46	\$52.37	\$754,005
Admission to Movie/Theatre/Opera/Ballet	46	\$68.84	\$991,298
Admission to Sporting Events, excl. Trips	49	\$29.90	\$430,468
Fees for Recreational Lessons	46	\$58.78	\$846,313
Dating Services	59	\$0.35	\$5,086
TV/Video/Sound Equipment	60	\$861.64	\$12,406,687
Community Antenna or Cable TV	66	\$486.47	\$7,004,633
Televisions	52	\$152.25	\$2,192,275
VCRs, Video Cameras, and DVD Players	62	\$20.56	\$296,107
Video Cassettes and DVDs	60	\$38.99	\$561,389
Video Game Hardware and Software	59	\$20.99	\$302,235
Satellite Dishes	82	\$0.91	\$13,073
Rental of Video Cassettes and DVDs	59	\$29.96	\$431,449
Streaming/Downloaded Video	40	\$0.32	\$4,620
Sound Equipment ³	51	\$107.80	\$1,552,273
Rental and Repair of TV/Radio/Sound Equipment	58	\$3.38	\$48,633
Pets	74	\$328.29	\$4,727,053
Toys and Games	63	\$93.74	\$1,349,708
Recreational Vehicles and Fees ⁴	89	\$388.76	\$5,597,812
Sports/Recreation/Exercise Equipment ⁵	60	\$129.58	\$1,865,851
Photo Equipment and Supplies ⁶	61	\$78.04	\$1,123,635
Reading ⁷	59	\$169.81	\$2,445,119
Food	62	\$5,120.66	\$73,732,337
Food at Home	63	\$3,078.66	\$44,329,584
Bakery and Cereal Products	64	\$430.46	\$6,198,195
Meat, Poultry, Fish, and Eggs	64	\$782.87	\$11,272,479
Dairy Products	63	\$353.67	\$5,092,502
Fruit and Vegetables	58	\$484.22	\$6,972,323
Snacks and Other Food at Home ⁸	64	\$1,027.44	\$14,794,085
Food Away from Home	60	\$2,042.00	\$29,402,753
Alcoholic Beverages	52	\$307.15	\$4,422,655
Nonalcoholic Beverages at Home	66	\$293.53	\$4,226,576



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Escambia, AL

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	40	\$409.20	\$5,892,031
Vehicle Loans	70	\$4,073.55	\$58,655,023
Health			
Nonprescription Drugs	75	\$85.56	\$1,231,973
Prescription Drugs	77	\$439.40	\$6,326,968
Eyeglasses and Contact Lenses	67	\$51.82	\$746,140
Home			
Mortgage Payment and Basics ⁹	53	\$4,811.88	\$69,286,214
Maintenance and Remodeling Services	52	\$1,069.63	\$15,401,614
Maintenance and Remodeling Materials ¹⁰	76	\$316.08	\$4,551,187
Utilities, Fuel, and Public Services	67	\$3,078.35	\$44,325,218
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.65	\$1,146,936
Furniture	50	\$331.34	\$4,770,971
Floor Coverings	54	\$52.30	\$753,091
Major Appliances ¹²	65	\$197.47	\$2,843,378
Housewares ¹³	54	\$51.02	\$734,662
Small Appliances	64	\$22.61	\$325,498
Luggage	46	\$4.62	\$66,585
Telephones and Accessories	50	\$21.44	\$308,725
Household Operations			
Child Care	49	\$199.88	\$2,878,006
Lawn and Garden ¹⁴	67	\$283.15	\$4,077,064
Moving/Storage/Freight Express	54	\$28.53	\$410,853
Housekeeping Supplies ¹⁵	66	\$501.61	\$7,222,746
Insurance			
Owners and Renters Insurance	70	\$342.93	\$4,937,892
Vehicle Insurance	64	\$892.61	\$12,852,752
Life/Other Insurance	68	\$392.50	\$5,651,579
Health Insurance	70	\$1,418.82	\$20,429,590
Personal Care Products ¹⁶	61	\$265.06	\$3,816,557
School Books and Supplies ¹⁷	55	\$64.90	\$934,551
Smoking Products	79	\$356.48	\$5,132,963
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	66	\$3,425.51	\$49,323,903
Gasoline and Motor Oil	71	\$1,791.30	\$25,792,861
Vehicle Maintenance and Repairs	62	\$614.34	\$8,845,867
Travel			
Airline Fares	46	\$190.91	\$2,748,909
Lodging on Trips	55	\$234.73	\$3,379,846
Auto/Truck/Van Rental on Trips	43	\$16.58	\$238,693
Food and Drink on Trips	56	\$261.54	\$3,765,942

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Escambia, AL

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.